



Fall 2011

# Connect Cobb Fact Sheet

## What is Connect Cobb?

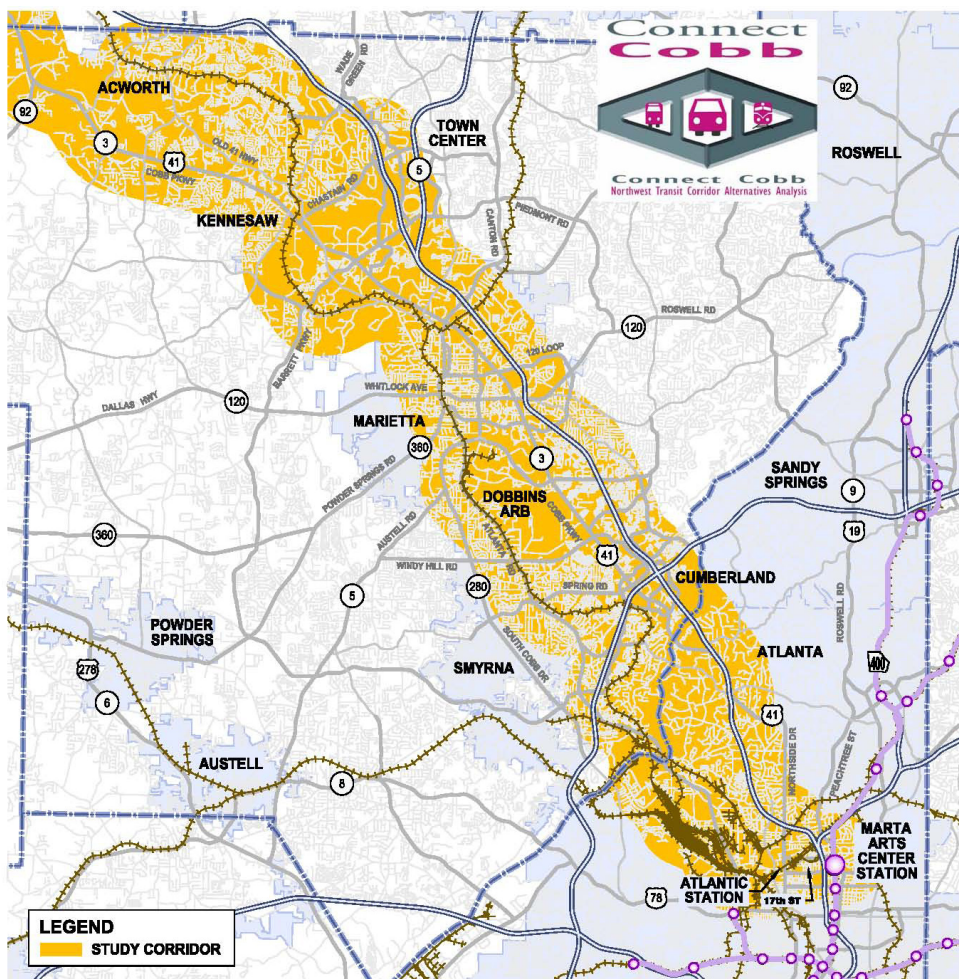
Cobb County, through a grant from the Federal Transit Administration (FTA), is conducting an Alternatives Analysis, known as the Connect Cobb study, to investigate transit options and their impact on mobility, livability and connectivity in the Northwest Corridor.

The purpose of the Connect Cobb is to develop a locally preferred alternative (LPA) that identifies a high capacity transit system best suited for the corridor. The selection of the LPA will involve analyzing several types of fixed guideway transit including light rail, bus rapid transit (BRT) and dedicated busway. In conjunction with the study, land use, economic development, and redevelopment opportunities will be looked at with emphasis on transit oriented development and transit station area planning. To complement the technical components of the AA, a robust public involvement program will be implemented to ensure community and stakeholder involvement. Initiated in August 2011, the Connect Cobb study will progress at

a fast pace. Preliminary results will be available in the spring of 2012.

## What is the Northwest Corridor?

Defined here as US 41 and I-75, the Northwest Corridor is one of the most congested areas in the metropolitan region. With more than 675,000 residents, Cobb County and the corridor experience heavy traffic and delays on a daily basis. Nearly 40% of Cobb residents now work in Cobb County, with a large percentage beginning or ending their trips along the Northwest Corridor.



Connect  
Cobb



Connect Cobb  
Northwest Transit Corridor Alternatives Analysis



## What is an Alternatives Analysis?

According to the FTA, an Alternatives Analysis (AA) is a locally driven process for evaluating costs, benefits, and impacts of a range of transportation alternatives. It involves looking at mobility and other issues in a transportation corridor, sources and causes of those issues and problems, and developing viable options or alternatives to address them. The AA also looks at investment strategies and which should be advanced for further study and development.

A key goal of the AA is to involve those stakeholders with an interest in the corridor, such as local officials and staff, residents, business owners, students, employees, retail shoppers, commuters and the general local public in the decision-making process. Through input from these groups and technical analysis, the study will answer such questions as:

- What are the concerns in the corridor?
- What are our goals for the project?
- What are the options to solving these problems?
- How should alternatives be evaluated?
- What are the costs to build and operate?
- What are the impacts to the natural and built environment?
- What is the best solution to fit our needs?



## How can I get involved?

As a key component of the study's public involvement program, a series of Stakeholder Roundtables is planned to dialogue with the local and planning communities about goals and objectives and the criteria that will be used to evaluate the study's alternatives. The input will help in developing the purpose and need of the project and determine what measures will be utilized to analyze the performance of different transit options. The Roundtables are organized by the subject areas of transportation and air quality, land use, economic development, environment and financial. They are designed to be highly interactive. No expert knowledge is necessary. All are invited to participate.



A very successful Stakeholder Roundtable Kick Off meeting was held on November 15, 2011. At the meeting, more than fifty attendees received an overview of the project and the Stakeholder Roundtable process. Materials from the meeting are available on the project website [www.cobbdot.org/connectcobb.htm](http://www.cobbdot.org/connectcobb.htm). Upcoming roundtables will be held in December, February, April and June.

Public meetings will also be held in early spring 2012; stay tuned to the project website.



## How can I get more information?

Please visit our project webpage at [www.cobbdot.org/connectcobb.htm](http://www.cobbdot.org/connectcobb.htm) for more information and to receive the latest update. If you have any questions, or would like to participate in the Roundtables, please contact Kristine Hansen-Dederick at [hansen-dederick@sycamoreconsulting.net](mailto:hansen-dederick@sycamoreconsulting.net) or 404-377-9147.